COIN SUPPLY MERCHANDISER

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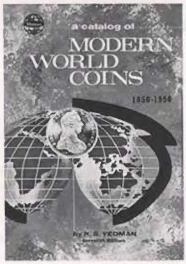
UNIQUE NEW FEATURE ADDED TO BROWN BOOK

Seventeen years and over a half million copies after its original introduction in 1957, R. S. Yeoman's *Catalog of Modern World Coins* continues to be the indispensable reference for the collecting of foreign coins. The current eleventh edition, like its ten predecessors, is crammed full of important changes which reflect the amazing growth in popularity and sophistication of world coin collecting in all corners of the globe. New market values, new illustrations, and many new type and variety listings appear throughout the volume. A special section on silver and gold content - of which more below – offers an added

Editor Holland Wallace photographing coins.

bonus to collectors. According to the book's editor, Holland Wallace, "only one of the book's 512 pages is unchanged, and even it has a new page number."

The enormous popularity of *Modern World Coins* has come about because it has been found to be a necessary tool for the collector of foreign coinage. Just as in the case of United States numismatics, coins of other countries are usually collec-



ted by one of two methods, by "type" or by date and mint; but unlike United States coins, foreign collecting by type has always remained far more popular than date collecting.

Arrangement of *Modern World Coins* is by type, meaning that there is a single catalog listing for each coin of a given denomination, design and composition regardless of whether it was issued for only one year or over a much longer period of time. These listings are grouped by historical periods rather than by denomination, a system which gives the collector or student a broad overall view of each country's monetary history down through the years.

In using the catalog the collector becomes familiar with how a country's coinage has been modified because of influence such as changes in government, wars or inflation. He will not only be able to see the flow of history but will also gain insights into each country's culture – its language, its monetary systems, its artistic themes, its heroes and historical events commemorated on special coin issues.

Fully as important as the book's arrangement is its standard numbering system. Each coin type or major variety is assigned a permanent catalog number for easy reference. This numbering system (popularly called "Yeoman numbers" or simply "Y-numbers," in recognition of the author) has become a standard the world over. They are used as handy codes for specific coins in virtually every dealer's price lists and sales catalogs. For instances, it is far easier to list "China Y-407" than "China, Kansu province, 1 Yuan 1914;" likewise "France Y-73" distinguishes a rare 10 centimes of 1914 struck in nickel, from the common bronze 10 centimes (Y-61) struck in the same year.

Of greatest significance to the collector, of course, are market prices for world type coins. Fully 70 percent of the 11th edition's price quotations, probably the largest proportion in any single edition, have required adjustment. "Our panel of contributors really did a fine job for us this time," Wallace stated, pointing out

(Continued on page 2)

EDITOR'S NOTE – AND APOLOGY

Throughout most of this year we have suspended publication of the *Merchandiser* for two very important reasons.

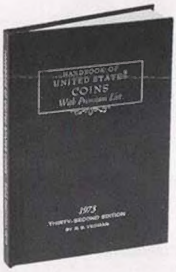
The first is that we wanted to devote our full attention to producing needed coin supply products. The demand has been extremely heavy and several items have been out of stock for some time. Most of our time has been taken up in this priority.

The second reason is the paper shortage. In this regard we felt that we must use all available supplies of paper for production of products.

Now that production is nearly back to normal, and the Whitman line is almost complete in stock, we hope to once again publish the *Merchandiser* on a regular basis. □

YEARLY BLUE BOOK IN 32nd EDITION

With very few exceptions, all values in the Blue Book are up. Those issues with the greatest increases include proofs, gold and commemoratives. In some instances the new wholesale values are near those of last year's retail prices. Older dates of small denominations are up considerably, as are most dollar issues. The coin market has not been so active in the past decade nor coin values so high.



Now in its 32nd edition R. S. Yeoman's *Handbook Of United States Coins,* is a catalog most often recommended to beginning collectors. This is the companion catalog to Yeoman's popular *Guide Book Of United States Coins* and is the standard catalog that most collectors use to determine current dealer buying prices of all U.S. coins.

Prices listed are an average of what dealers across the country pay for coins and this information is not available through any other single source. The explicit guidance in its 128 pages is fundamental in its approach to coin collecting and includes expert advice on striking, grading, cleaning and preserving of coins, mint marks with photographic location diagrams, numismatic terminology and abbreviations.

A chart of modern United States coin standards shows weight, fineness, and size of all issues. Basic coverage of Hard Times and Civil War Tokens, Fractional Currency, and Colonial coins is also included, plus a short history of United States paper money and a bibliography. All issues of United States coins are listed, both regular, commemorative, and gold.

The 1975 Handbook, number 9050, contains countless revisions and new information. It has a suggested retail price of $2.00. □

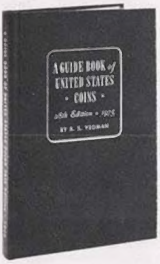
THIRD PRINTING SET FOR 1975 RED BOOK

The *Guide Book Of United States Coins* by R. S. Yeoman (commonly referred to as the Red Book) is something that no collector can do without. This year's 28th edition marks another milestone in the history of U.S. coin prices and is the most necessary reference for keeping abreast of this fast changing market.

Dramatic changes in coin values are the most striking feature of this 256-page hardbound edition. Almost every U.S. coin (Colonial to Territorial Gold) has increased in price during the past year and many rare pieces have reached fantastic levels.

Values listed in the Guide Book are compiled from information supplied by a panel of over 50 professional numismatic experts representing every level of the coin market and every geographical section of the country. These prices, therefore, are an accurate average of what coins sell for in every type of retail transaction throughout the nation.

A study of modern proof sets is included for the first time in this year's special nine-page editorial section. Information on the values and amounts of these sets produced for the past 25 years is tabulated; also the correct procedure for obtaining sets directly from the Mint is outlined.



Weight in net ounces troy for gold and silver is another new feature. Listings have been added to aid collectors in computing the bullion value of these issues based on the fluctuating market price of these precious metals.

The Red Book also clarifies all basic numismatic information and makes it as understandable as possible for the average collector. Many new headings and photographs are used to illustrate our complete American coin heritage.

Demand for the 28th edition of Whitman's Red Book has increased tremendously this year and already the book is now scheduled for its third printing. The price of the book has been increased, to a suggested retail of $3.00. But the Red Book is definitely a bigger bargain than ever before, considering the ever-rising costs of labor and materials. □

NEW BROWN BOOK

(Continued from page 1)

that the panel once again contains over one hundred well-known numismatic names from 26 different countries. Price increases range from five cents to several hundred dollars as a reflection of today's active market, and as always, a few prices have dropped as a result of greater availability.

The other prime concern of collector and dealer alike is proper identification of foreign coinage. To make quick attribution easier than before, the 11th edition features some 175 new illustrations, all of the high quality for which Whitman books are so well known. Some of these illustrations are of pieces never before shown in any English-language reference.

In addition to new photos, over 250 coin types and varieties are listed in the catalog for the first time. These listings fall roughly into two categories: newly-discovered pieces, mostly from the numismatically lesser-known areas of Africa, Asia and Latin America, and listings created by separating a previously cataloged type into two or more varieties. "We have to be selective about variety listings," Wallace explained. "To list every possible variety of every country, along with the necessary illustrations and descriptions, would probably double the size of the book. More importantly, however, such a treatment would make the listings for many countries so complicated as to confuse and discourage all but the most dedicated specialist. We try to choose varieties for listing according to four factors: numismatic or historic importance, popularity, understandability, and availability – always keeping in mind that standards vary from country to country. Varieties are normally considered to consist of modifications to a coin's design, inscriptions, size, weight or alloy, and what may be a significant change in one country can fall within the range of everyday tolerance in another." Wallace noted that the trend is toward the gradual addition of variety listings to the catalog, as a result of today's more sophisticated collector demanding more details about the coinage of all countries.

Six sections have been entirely revised for this edition: Hejaz, the Indian state of Travancore, Mexico revolutionary issues, Norway, Peru and Serbia. For these sections all listings have been rearranged and rewritten for clarity, expanded where appropriate, and assigned new type numbers.

Other countries having more changes than usual include Austria, China, Chinese Turkestan, India native states (including a few listed for the first time), Nepal and Spain. Many more have rewritten introductory texts, revisions of date ranges based on new discoveries, supplemental explanatory notes and other lesser modifications. These changes are all in addition to the many new illustrations and heavy price revisions mentioned above.

A strong sales feature of the 11th edition is a unique special section entitled "Precious Metal Content of World Coinage." Interest in the bullion value of coins has soared because of frequent changes in the value of gold and silver. These metals have recently been priced at all-time highs, causing some coins to be valued as much or more for their metal content than as numismatic items. Because of today's need for more facts concerning bullion values, this new ten-page listing has been added. Almost every silver and gold coin of the world from 1850 to 1950 is listed with its gross weight, fineness and net metal content in both grams and ounces troy. From these figures a simple calculation will give the daily market value of the silver or gold in any listed coin. Furthermore, the weight and fineness data in the tables is not only useful in computing intrinsic value, but can also be a valuable aid in determining the genuineness of a given coin.

Despite the many revisions, new illustrations and special section, the book's size remains unchanged at 512 pages. This number has been determined to be an ideal compromise in keeping its price low and its size easy to handle. To pack so much additional material into the same space is quite a problem, but one for which the editors were prepared. "This gradual expansion of *Modern World Coins* is one of the things we had in mind when we brought out the companion volume *Current Coins Of The World* a few years ago," said Wallace. "*Current Coins* covers issues since 1950, which gave it an overlap of about 15 years coverage with *Modern World Coins.* At that time the older book included issues up through 1964. Now we are slowly removing these duplicated listings, a little more with each edition, to gain space for expansion of older listings, more photos and special features. In recognition of this, the dust jacket of *Modern World Coins* will henceforth carry the dates 1850-1950 to show an even century of coverage."

Suggested retail price of the 11th edition *Modern World Coins,* Number 9053, is $7.00, surely one of the best numismatic bargains ever. □

CURRENT COINS CATALOG BETTER THAN EVER

Sales are going well for the ever-popular latest sixth edition of R. S. Yeoman's *Current Coins of the World.*

Totally revised and expanded, the sixth edition gives the most comprehensive coverage of all world coins issues available

today to the interested collector. Listings throughout the book have been greatly expanded to encompass all issues from about 1950 to the very latest coins now in use.

Many additional illustrations have been added to help identify world coins of various denominations, and valuations have been completely revised in line with the current "hot" market. New countries such as Belize and Sri Lanka are included to make *Current Coins* coverage a true compendium of the vast array of modern coinage available for the coin enthusiast.

Features such as World Proof Sets and Controversial Issues have been thoroughly updated. A major innovation of the sixth edition is the inclusion of values for a great many single coins in both Uncirculated and Proof condition. Collectors should find this new feature of the utmost usefulness in cataloging their coins.

Thirty-two pages have been added, making a total of 288 pages of today's coins of the world. The new suggested retail price is $3.50.

Number 9383, *Current Coins of the World,* by R. S. Yeoman, will keep your customers up-to-date on the curiosities, wonders, and realities of the world-wide hobby of coin collecting. It is one of the most essential books in the hobby. □

NEW ALBUMS AND FOLDERS AVAILABLE

Today's coin collectors have many diversified interests and collections. Within the past few months, Whitman has added the following albums and folder to its line because of collector interest and demand in these areas.

One of these albums in Number 9456 MISCELLANEOUS MEDALS, which is designed to hold an arrangement of small medals or coins up to one and three-eighths inches (35 mm) in diameter. With twenty-seven spaces for a variety of coins or medals, this album is very popular and much in demand.

Number 9457 LARGE MEDALS OR COINS is designed to hold individual arrangements of large medals or coins up to one and five-eights inches (41 mm) in diameter. This is also a 27-hole album which has three pages and can beautifully house an assortment of oversize pieces.

Your customers will want to obtain these albums and folders to preserve their coins and medals and make them more accessible for personal use and enjoyment in displaying such items. Number 9456 and Number 9457 provide a protective and attractive means for storage of unusual size pieces, especially small or large coins or medals.

Newest album available is Number 9436 BASIC UNITED STATES TYPE COLLECTION. Similar to folder Number 9046 20TH CENTURY TYPE SETS, this album provides a new, and somewhat less challenging, holder needed by most collectors for their coins. Designed to accommodate one each of only the most basic types of U.S. coinage since 1793, this album can be filled with a complete type set of U.S. coins at a relatively inexpensive cost to the collector.

Standard one ounce size silver ingot enthusiasts will enjoy Whitman's Number 9458 SILVER INGOT ALBUM. Having three pages, with 24 openings, this album is requested constantly because of the increase in interest in collecting silver bars. With the two-sided visibility

panels, this album is a good house for any silver bar collection and sure to please everyone looking for a way to store silver ingots.

The Canadian collector has not been overlooked with the new products in the Whitman line. SMALL CANADIAN CENTS, number 9074, is a continuation folder designed for housing Queen Elizabeth Cents starting with 1973. Many people have been waiting for this particular item to finish their sets started in the now full number 9062 folder.

Whitman is proud to be able to offer coin folders or albums for almost all of your customers needs. Reasonably priced and attractively designed, collectors think of Whitman products when they think of coins. □

Author Arlie R. Slabaugh

COMMEMORATIVE COINAGE BACK IN PRINT

The second edition of Arlie Slabaugh's *United States Commemorative Coinage* will be available during the earlier part of 1975. This hardbound edition truly shows the "drama of America as told by our coins."

With the upcoming national Bicentennial celebrations, this popular book will once again be of utmost interest to coin collectors and individuals concerned with the birth and growth of our country, its states, and its key historical personalities and places. A detailed section on the national Bicentennial coin issues is included, with pictures and commentary on the coins and their artists.

Through this country's commemorative issues, we have been able to intensify the public awareness of many events and have also added variety to collections of U.S. coins by enabling many outstanding artists to express their ideas on these pieces. The well-known designer James Earle Fraser along with his wife, Laura Gardin Fraser, are among the most illustrious. Also Charles Barber, a famous name in numismatics, had his hand in the creation of a number of our commemorative issues.

Each commemorative in Slabaugh's book is well outlined for the numismatist, historian, and average reader. Information concerning the denomination, event or person(s) commemorated is depicted in detail. An illustration of each piece is given, in many cases along with pictures of other related medals and the national historical monuments and places important to the piece under discussion.

The date and number of pieces authorized, number coined, melted and net coinage figures are given for each issue. Also, the original selling price is compared with current values for each individual issue. Collector interest in commemoratives has been on the rise during the past few years and current values of these coins are at all time highs. Any collector of commemoratives will want to use this updated edition as a guide to the present value as well as to gain an understanding of the background behind the issues in his collection.

Did you know that the famous pioneer, Daniel Boone, frontiersman, hunter and trail blazer, was charged with disloyalty to his country at one point in his life? Or that Phineas T. Barnum (pictured on the Bridgport, Connecticut Centennial piece) started his oddity shows not with Tom Thumb, but with a woman who was believed to be 161 years old and the nursemaid to George Washington? Or that the Booker T. Washington half dollar was the first United States coin to bear the likeness of a black and the first issue designed by a black? Many more such tid-bits of information are contained in Slabaugh's book.

The second edition of *United States Commemorative Coinage* is a colorful compact hardbound book, with a new format and outstanding layout throughout. All type has been reset. Totally updated, its suggested retail price is $4.00. This book will surely prove to be the most timely release in the field of numismatics during our Bicentennial era. □

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